

FEDERAL BUREAU OF INVESTIGATION

REPORTING OFFICE MILWAUKEE	OFFICE OF ORIGIN MILWAUKEE	DATE 3/29/68	INVESTIGATIVE PERIOD 1/26/68 - 3/27/68
TITLE OF CASE "CHANGED" PLAYBOY CLUB - HOTEL, LAKE GENEVA, WISCONSIN		REPORT MADE BY SA [redacted]	TYPED BY llg
		CHARACTER OF CASE AR	b6 b7C

Title changed to reflect only the name of the Playboy Club inasmuch as construction has been completed and this office is following the activities under the Criminal Intelligence Program.

REFERENCES: Report of SA [redacted] at Milwaukee dated 1/31/68.
Milwaukee letter to Chicago dated 2/17/68.
Chicago letter to Milwaukee dated 3/8/68.
Milwaukee letter to Chicago 3/20/68, captioned, "ROSS PRIO, aka, AR."

b6
b7C

INFORMANTS: MI T-9 is identified as [redacted] Contacted by SA [redacted]

b6
b7C
b7D

MI T-11 is identified as [redacted] Contacted by SA [redacted]

b6
b7C
b7D

Accomplishments Claimed: None

Case has been: Pending over one year ☐ Yes ☒ No; Pending prosecution over six months ☐ Yes ☒ No

APPROVED [Signature]	SPECIAL AGENT IN CHARGE	DO NOT WRITE IN SPACES BELOW	
COPIES MADE: 5 - Bureau (3 - 92-9304) (RM) (1 - 92-6156) (1 - 92-4224) 1 - USA, Milwaukee 4 - Chicago (2 - 92-2102) (RM) (1 - 92-1160) (1 - 92-737) 4 - Milwaukee (2 - 92-592) (1 - 92-278) (1 - 92-142)		92-592-52	
Dissemination Record of Attached Report		Notations	
Agency		ROUTE TO [redacted]	
Request Recd.		READ FOR ACCURACY [Signature]	
Date Fwd.		MARK INDEXING AND [Signature]	
How Fwd.		INITIAL	
By		DATE	

b6
b7C

MI 92-592

[REDACTED]

b7D

[REDACTED]

Contacted by SA. LEONARD A.
WOLF.

b6 Per IRS
b7C

MI T-13 is identified as

[REDACTED]

b7D

MI T-14 is identified as

[REDACTED]

b7D

MI T-16 is identified as

[REDACTED]

b7D

MI T-17 is identified as

[REDACTED]

b6
b7C
b7D

It is to be noted that

[REDACTED]

[REDACTED]

ADMINISTRATIVE

The investigative period overlaps that of the previous report due to the receipt of investigation from an auxillary office subsequent to the dictation of referenced report.

On 2/13/68.

[REDACTED]

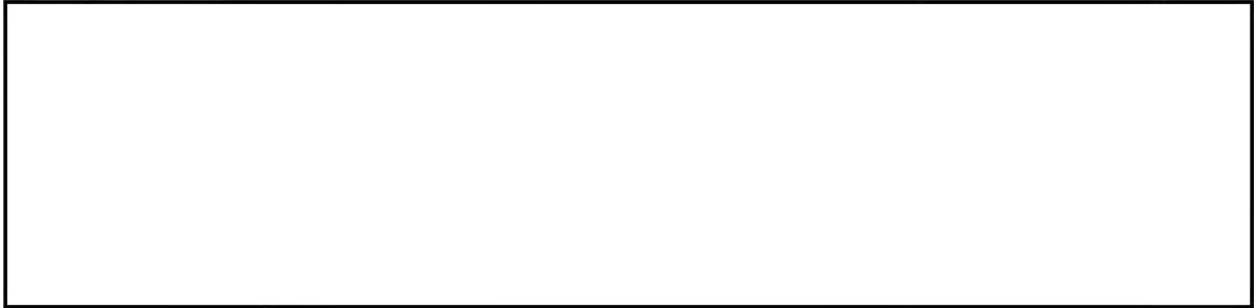
[REDACTED]

b6
b7C
b7D

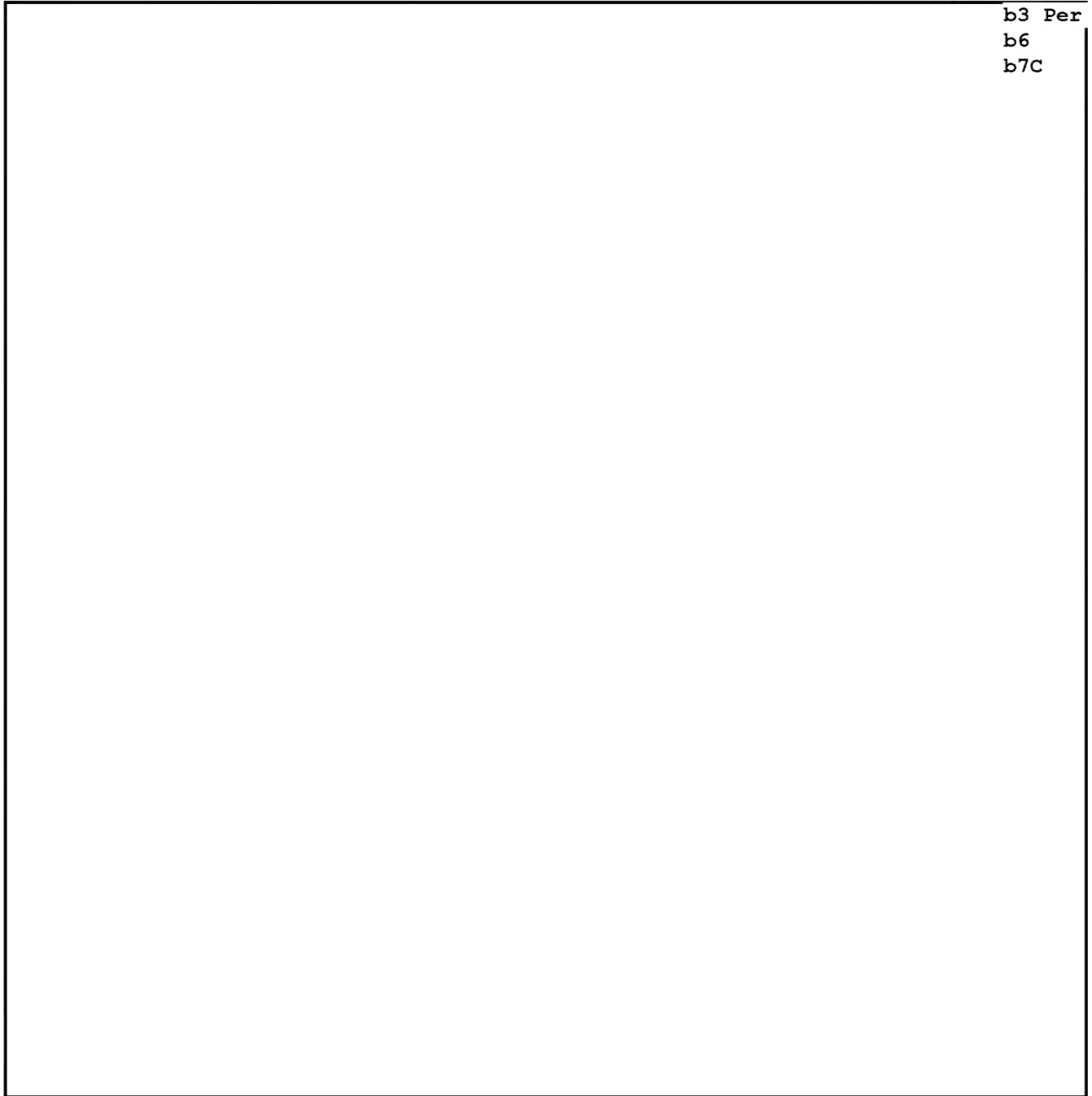
[REDACTED]

b7D

MI 92-592



b7D



b3 Per IRS
b6
b7C

MI 92-592

b3 Per IRS
b7C

[REDACTED]

On 2/21/68,

[REDACTED]
(Protect Identity) advised [REDACTED]

b6
b7C
b7D

[REDACTED]

On 2/1/68,

[REDACTED] advised that [REDACTED]

b6
b7C
b7D

[REDACTED]

MI 92-592

It is noted [] has been interviewed by Bureau Agents previously concerning various matters, including his association with the hoodlum element and his interest in the Playboy Clubs. During these interviews, he has denied the hoodlum element has a financial or controlling interest in the clubs.

b6
b7C

LEADS

CHICAGO DIVISION

At Chicago, Illinois

Will maintain contact with appropriate source in an effort to substantiate or refute allegation of financial interests in the Lake Geneva Club - Hotel on the part of ROSS PRIO and FIORE BUCCIERI.

MILWAUKEE DIVISION

At Lake Geneva, Wisconsin

Will maintain contact with available sources.

UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

Copy to: 1 - USA, Milwaukee

Report of: SA [REDACTED]
Date: March 29, 1968

Office: Milwaukee

b6
b7C

Field Office File #: MI 92-592

Bureau File #: MI 92-9304

Title: PLAYBOY CLUB - HOTEL,
LAKE GENEVA, WISCONSIN

Character: ANTI-RACKETEERING

b3 Per IRS
b6
b7C

Synopsis: Attorney for Playboy Clubs feels rumors re hoodlum interests in Playboy enterprises are incorrect. Attorney stated he is aware of allegation that the Attendant Service Corporation, which services the Chicago Playboy Club, is controlled by ROSS PRIO but believes this does not denote hoodlum involvement in the Playboy Club itself. [REDACTED]

[REDACTED] T-13 heard the "Syndicate" owned or controlled property in Lake Geneva needed by the Playboy Club; and as a result, a deal was worked out whereby the "Syndicate" now has some sort of control. T-14 feels the hoodlum element, particularly ROSS PRIO, has an interest in the Playboy Club [REDACTED]

b6
b7C

-P-

DETAILS:

On January 26, 1968, [REDACTED] of the firm of Devoe, Shadur, Mikva and Plotkin, Attorneys, 208 South La Salle, Chicago, was contacted and appeared somewhat concerned regarding the well-being of the Playboy Clubs in the image of people and stated his firm has represented the Playboy Clubs legally almost since the inception of the club in February, 1960. [REDACTED] stated the operation of the club, due to its nature and its instant success, has been closely scrutinized by law enforcement agencies and government agencies, including the Internal Revenue Service. In an effort to combat problems which might arise in regards to the operation of such a club, the club itself retains two private investigating agencies to look into the activities of its members

This document contains neither recommendations nor conclusions of the FBI. It is the property of the FBI and is loaned to your agency; it and its contents are not to be distributed outside your agency.

b6
b7C

MI 92-592

and especially the "Bunnies". These agencies have representatives at the clubs who attempt to test the girls and also who look into their reputations.

[] stated that two other members of the firm, as well as himself, are primarily concerned with the Playboy Clubs and he is well acquainted with the activities of same. He has been closely associated with [] and describes [] as a recluse, being eccentric and being sexually orientated. In spite of this description, he has a keen business sense and [] of the Playboy Clubs, as well as the magazine "Playboy". Although having a strange behavior, [] background is one of conservativeness. Both his parents are extremely conservative and religiously devout.

b6
b7C

[] stated [] specific interest concerning the operation of his clubs and magazine is to operate within the framework of the law concerning the sex angle. He has a special group who constantly keep him advised of the changes in laws pertaining to accepted sexual responses and practices, the conduct of which meets the legal requirements.

b6
b7C

The operation of the Playboy Club and the magazine is controlled by []

b6
b7C

[] who recently took over that position and who was formerly with the [] and [] a former official, is now in charge of the [] Playboy Clubs are currently operated in 17 cities and only the London Club has casino-type gambling.

[] stated the Playboy Club was an instant success from its inception and the club, due to this financial independence, experienced very few operating problems. The instant success of the club was assured with the selling of many keys to the membership. Regarding problems encountered by the club, [] recalled an arsonist once started a fire but this arsonist had a mental problem and was responsible for other fires in the vicinity of the Chicago Club. [] told [] he was approached once at the inception of the club concerning a form of muscling by an individual. [] stated that he went directly to authorities and he has had no problems since then. [] stated during conversations with [] and club officials, he has never been apprised of problems which might be associated with hoodlums, and it would appear that none have existed save for the problem mentioned by []

b6
b7C

[] stated [] seldom visits the clubs and is only interested in major business transactions. His primary interest seems to be [] where he takes an avid interest in its publication. [] is extremely interested in preserving the acceptable image of the club and in view of same frequently dismisses girls and employees who do not conform to his

b6
b7C

MI 92-592

rigid interpretations of behavior. Since [] seldom visits a club, he is forced to rely on other people's observations concerning club activity. b6 b7C

[] stated he is the first to realize problems which can develop concerning an operation such as the Playboy Club and realizing that there are approximately 80 "Bunnies" at the Chicago Club. Although these girls are investigated, they do hire some who prove undesirable and who are dismissed when certain information is developed. b6 b7C

[] stated he is well aware that individuals with hoodlum and criminal background have visited the clubs and make propositions to the "Bunnies". A show of money by these individuals is bound to be impressive to many girls, and it would be obvious that some would succumb to it. b6 b7C

[] stated the financial framework of the clubs is most important and complete accounting of same is handled by the firm of Horowitz and Horowitz Accountants. Also, the [] reviews their records closely. b6 b7C b7E Per IRS Most of their business is a credit card service and in reality little currency is involved. All aspects of the club's financial operations are closely followed, especially by his two legal associates, and it would appear unlikely that much money could be derived from any skimming process.

[] stated he has heard rumor since the start of the operation that the hoodlum element has an interest in same. b6 b7C He feels positive that these rumors are incorrect. He feels that he is too well acquainted with the operation and would know if there was a leak of any money of consequence. He does not know what [] does with his income but on several occasions [] has voiced his sincere disgust for the hoodlum and criminal element. [] stated he feels he knows [] well enough to insure this sincerity on his part.

Concerning the club at Lake Geneva, Wisconsin, which is under construction and scheduled to open this summer, the building of same has not created a problem as there has been sufficient money and no reason to hire other than legitimate and contractors of good reputation. [] stated from his knowledge of the financial operation of this project he can see of no way that the hoodlum element has an interest or could be involved. b6 b7C

[] stated the Playboy Club in Chicago utilizes Attendant Service Corporation, which provides a service at the club concerning hat checking and parking cars and has used Attendant Service Corporation almost since the club's inception. b6 b7C

Following the opening of the club, contacts were made with other nightclub operators in the area concerning how to handle these services and Attendant Service Corporation was recommended by all. To his knowledge there has never been any problems with Attendant Service Corporation or the handling of their services at the club. He is acquainted with [redacted]

[redacted] at least to his knowledge and his only knowledge of ROSS PRIO is from what he has read in the newspapers. He is well aware of the recent parking scandal on Chicago's near north side, wherein it was alleged that Attendant Service Corporation, in connection with parking cars for patrons of the Playboy Club, were not being ticketed by the police in that area for illegal parking. He knows that PRIO's name was mentioned as being an employee of Attendant Service Corporation officially and unofficially as being the owner of same. He knows only what he has read in the paper and as far as he is concerned [redacted]

[redacted]. His primary concern with Attendant Service Corporation is that they provide the service required and conduct themselves accordingly, which is what has taken place concerning Attendant Service Corporation's services at Playboy Clubs.

[redacted] stated he is extremely interested in protecting his client, the Playboy Clubs, and their operation within the scope of the law. To him it would not seem possible that the clubs need or would have to utilize any service provided by the hoodlum element and the use of such a service, if utilized would only be because that was the only service available. [redacted] stated he obviously does not know everything concerning the activity of the Playboy Clubs, although he feels he is reasonably versed concerning the important items of its operation which involve its financial structure and its operation within the framework of the law. [redacted] stated in the event the FBI anticipates any investigation concerning the activities of the Playboy Club, he would appreciate being notified of same, would cooperate to the best of his ability, realizing his responsibility to his client.

On February 1, 1968, T-14 advised he feels the hoodlum element, through ROSS PRIO, has an interest in the Playboy Club Enterprises. Informant believes this interest is handled through [redacted]

On February 15, 1968, T-15 advised no information had come to his attention which would lend credence to the allegation that PRIO and BUCCIERI have an interest in the Lake Geneva Playboy operation.

On February 21, 1968, T-16 had no information regarding the Playboy Club.

On February 21, 1968, T-13 said he heard the "Syndicate" had an interest in the Lake Geneva, Wisconsin Playboy Club. T-13 said the "Syndicate" now has some sort of interest in the club.

T-13 also mentioned there have been various rumors about possible hoodlum influence and control over the Playboy Club activity; however, most of the rumors are apparently unfounded.

On February 27, 1968, T-17 advised no information had come to his attention indicating that ROSS PRIO had any interests in the Lake Geneva Playboy Club.

An article appearing in the Racine Journal Times, Racine, Wisconsin, on February 28, 1968, titled, "Playboy Club at Lake Geneva to Open With May Weekend Gala", stated the club was due to open formerly on May 4, 1968, with a premier weekend gala attended by civic and political leaders along with celebrities from the sports and entertainment world. Proceeds of this weekend will go to the American Cancer Society, Wisconsin Division, according to the article.

On February 28, 1968, T-11 advised he had no information indicating that any members of the hoodlum element had financial interests in the Lake Geneva Playboy Club.

On February 27, 1968, T-9 had no information regarding the Playboy Club.